

# Electric Housewares and Fans

## 1999

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Information about the scope of the survey, methodology, explanation of terms and historical notes for this survey may be found in the introduction of the 1997 Manufacturing Profiles, issued August 1999.

Current data are released electronically on Internet for all individual surveys as they become available. Use: <http://www.census.gov/econ/www/manumenu.html>. Individual reports can be accessed by choosing "Current Industrial Reports (CIR's)," clicking on "Report Number Index;" from the "Industrial Products by Numeric Index," choose the survey of interest. Follow the menu to view the PDF file or to download the worksheet file (WK format) to your personal computer.

These data are also available through the U.S. Department of Commerce and STAT-USA Electronic Bulletin Board by subscription. To access, dial 202-482-3870 and follow the prompts to register. Also, you may call 202-482-1986 or 1-800-STAT-USA, for

further information. The Internet address is: [www.stat-usa.gov/](http://www.stat-usa.gov/).

### NOTE:

Data are now published on the new North American Industry Classification System (NAICS) basis and therefore are not always comparable to the old Standard Industrial Classification (SIC) code. For further information on NAICS, see [www.census.gov/epcd/www/naics.html](http://www.census.gov/epcd/www/naics.html).

### Summary of Findings

In 1999, manufacturers' shipments of electric fans totaled \$607.0 million, a 10-percent increase from the 1998 value of shipments of \$549.4 million. The 1999 value of shipments of small household electric appliances totaled \$1.6 billion, an increase of 1 percent from the 1998 total. Shipments of parts and attachments decreased 7 percent from \$108.3 million in 1998 to \$100.9 million in 1999.

Current  
Industrial  
Reports

Address inquiries concerning these data to Investment Goods Industries Branch, Manufacturing and Construction Division (MCD), Washington, DC 20233-6900, or call Vera Harris-Bourne, 301-457-1604.

For mail or fax copies of this publication, please contact the Information Services Center, MCD, Washington, DC 20233-6900, or call 301-457-4673.

# U S C E N S U S B U R E A U

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U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. Census Bureau



**Table 1. Value of Shipments of Electric Housewares and Fans by Class of Product: 1988 to 1999**  
**[Millions of dollars]**

<b>Year</b>	<b>Electric fans (except industrial type)</b>	<b>Small household electric appliances</b>	<b>Parts and attachments for electric housewares and fans</b>
<b>1999 .....</b>	<b>607.7</b>	<b>1,588.3</b>	<b>100.9</b>
<b>1998 .....</b>	<b>549.4</b>	<b>1,568.6</b>	<b>108.3</b>
<b>1997 .....</b>	<b>466.1</b>	<b>1,945.0</b>	<b>106.2</b>
<b>1996 .....</b>	<b>527.3</b>	<b>1,663.1</b>	<b>96.7</b>
<b>1995 .....</b>	<b>493.0</b>	<b>1,897.6</b>	<b>99.6</b>
<b>1994 .....</b>	<b>554.7</b>	<b>2,049.1</b>	<b>119.9</b>
<b>1993 .....</b>	<b>494.1</b>	<b>1,945.0</b>	<b>136.5</b>
<b>1992 .....</b>	<b>511.4</b>	<b>1,985.0</b>	<b>142.7</b>
<b>1991 .....</b>	<b>409.6</b>	<b>1,720.8</b>	<b>98.7</b>
<b>1990 .....</b>	<b>482.0</b>	<b>1,778.7</b>	<b>104.3</b>
<b>1989 .....</b>	<b>531.5</b>	<b>1,914.9</b>	<b>128.1</b>
<b>1988 .....</b>	<b>526.1</b>	<b>2,004.5</b>	<b>106.4</b>

Table 2. Quantity and Value of Shipments of Electric Housewares and Fans by Product: 1999 and 1998  
[Quantity in number of units. Value in thousands of dollars]

Product code	Product description	No. of cos.	1999				1998	
			Quantity		Value		Quantity	Value
3352111	Electric fans (except industrial type) .....	13	26,413,684		607,709		25,999,594	549,400
3352111011	Window (household) permanent, portable and roll-about .....	7	14,118,659	a/	224,840		12,549,791	218,297
3352111013	Ceiling (paddle) fans .....	4	a/ 253,440	a/	20,292		300,755	22,057
3352111015	All other electric fans (except industrial type), including electric range hoods, oven hoods, ventilating, exhaust, desk, and wall bracket fans .....	7	a/ 12,041,585	a/	362,577		13,149,048	309,046
3352113	Small electric household appliances (except fans) .....	65	(X)		1,588,329		(X)	1,568,624
	Electrothermal type .....	41	(X)		1,125,050		(X)	1,130,099
3352113011	Broilers .....	4	c/ 96,126	c/	2,464		118,549	3,276
	Coffee makers:							
3352113013	Drip type 1/ .....	5	(D)		(D)		(D)	(D)
3352113015	Percolator or vacuum type 1/ .....	3	(D)		(D)		(D)	(D)
3352113017	Urn type 1/ .....	3	(D)		(D)		(D)	(D)
3352113019	Deep fat fryers, excluding covers and controls shipped separately 2/ .....	5	(D)		(D)		(D)	(D)
3352113021	Ovens, including toaster ovens and roasters (with or without broiler attachments) .....	8	b/ 2,902,466	b/	107,108		3,214,000	110,496
3352113023	Hot plates and disc stoves, 1650 watts and less (except built-in units) .....	3	b/ 748,348	b/	10,028		740,613	10,300
3352113025	Waffle irons, sandwich grills, griddles and combinations 3/ .....	7	(D)		(D)		(D)	(D)
3352113027	Frying pans, skillets, excluding covers and controls shipped separately 3/ .....	4	(D)		(D)		(D)	(D)
	Air space heaters:							
	Portable room heaters:							
3352113029	Fan-forced type .....	8	c/ 1,359,812	b/	53,364		1,267,480	50,892
3352113031	Other than fan-forced type (convectors, radiant, etc.) .....	7	724,148		25,960		1,018,128	26,304
	For fixed installation, all types:							
	Baseboard, excluding glass panel type .....	6	b/ 911,010	b/	22,269		929,823	21,497
3352113035	Other than baseboard, excluding warm air furnaces .....	4	c/ 1,025,243	b/	71,322		975,343	60,345
3352113037	Electric irons .....	1	(D)		(D)		(D)	(D)
3352113049	Electric bed coverings, including sheets, mattress covers, comforters, and blankets .....	3	(D)		(D)		(D)	(D)
3352113051	Electric heating pads, including foot warmers .....	4	c/ 718,847	c/	8,533		843,769	9,612
3352113057	Portable humidifiers, including vaporizers .....	9	c/ 4,230,622	c/	74,786		4,224,748	74,241
3352113059	Other small electrothermal food processing appliances, including such items as pressure cookers, automatic saucepans, toasters, casseroles, chafing dishes and crockpots; excluding covers and controls shipped separately 2/ .....	9	(D)		(D)		(D)	(D)
	Other small electrothermal household appliances, including such items as immersion heaters, faucets attachments, water heaters, steam radiators, warming trays, food warmers, bottle warmers, hair curlers, curling irons, hair dryers, etc.; excluding covers and controls shipped separately .....	11	a/ 6,902,148	a/	117,842	a/	5,916,739	a/ 98,903
	Electromechanical type, including cordless .....	21	(X)		463,279		(X)	438,525
	Household food mixers, including value of standard attachments sold with mixers:							
3352113039	Hand (portable) 4/ .....	2	(D)		(D)		(D)	(D)
3352113041	Stand type 4/ .....	1	(D)		(D)		(D)	(D)
3352113043	Blenders (liquefiers) 4/ .....	5	(D)		(D)		(D)	(D)
3352113045	Household food processors, including food choppers, slicers and shredders .....	4	122,881		5,005		79,126	2,631
3352113047	Household food preparation appliances (except food mixers and food processors), including drink mixers, whippers, juicers, grinders, ice crushers, and coffee grinders .....	7	454,245		19,023		218,863	13,002

Table 2. Quantity and Value of Shipments of Electric Housewares and Fans by Product: 1999 and 1998  
[Quantity in number of units. Value in thousands of dollars]

Product code	Product description	No. of cos.	1999		1998	
			Quantity	Value	Quantity	Value
3352113053	Portable air purifiers and portable dehumidifiers, including vaporizers .....	7	54,897	5,004	70,956	4,918
3352113055	Other small electromechanical appliances, including knives, knife sharpeners, scissors, toothbrushes, vibrators, electric razors, and dry shaves, can openers, etc. ....	10	11,857,882	223,612	11,946,272	216,930
3352115	Parts and attachments for small household electric appliances .....	24	(X)	100,870	(X)	108,319
3352115093	Electrothermal in operation (value only) .....	11	(X) a/	59,223	(X) a/	73,753
3352115095	Electromechanical in operation (value only) .....	8	(X)	4,219	(X) r/	5,113
3352115097	Other (value only) .....	5	(X) a/	37,428	(X) a/	29,453

D Withheld to avoid disclosing data for individual companies. r/Revised by 5 percent or more from previously published data.  
X Not applicable.

1/Product codes 3352113013, 3352113015 and 3352113017 have a combined total of 5,517,997 for quantity and 112,040 for shipments for 1999, and 6,002,716 for quantity and 119,044 for shipments for 1998.

2/Product codes 3352113019 and 3352113059 have a combined total of 11,291,379 for quantity and 303,024 for shipments for 1999 and 22,939,456 for quantity and 340,033 for shipments for 1998.

3/Product codes 3352113025 and 3352113027 have a combined total of 2,602,425 for quantity and 64,220 for shipments for 1999 and 2,972,386 for quantity and 67,679 for shipments for 1998.

4/Product codes 3352113039, 3352113041 and 3352113043 have a combined total of 2,234,548 for quantity and 224,856 for shipments for 1999, and 2,708,801 for quantity and 215,214 for shipments for 1998.

Note: Percent of estimation of each item is indicated as follows: a/10 to 25 percent of this item has been estimated. b/26 to 50 percent of this item has been estimated. c/Over 50 percent of this item has been estimated.

Table 3. Shipments, Exports, Imports and Apparent Consumption of Electric Housewares and Fans: 1999  
[Quantity in number of units. Value in thousands of dollars]

Product description	Manufacturers' shipments		Exports of domestic merchandise 1/ 2/		Imports for consumption 1/ 3/	
	Quantity	Value f.o.b. plant	Quantity	Value at port	Quantity	Value
Electric fans (except industrial) .....	26,413,684	607,709	1,054,394	53,338	47,366,674	920,917
Coffee makers .....	5,517,997	112,040	854,578	30,265	20,584,159	274,185
Air space heaters, portable and fixed installation types .....	4,020,213	172,915	(NA)	28,503	6,723,584	114,098
Standard household electric irons .....	(D)	(D)	404,555	6,664	21,504,864	219,801
Electric bed coverings .....	(D)	(D)	122,679	4,122	23,787	264
Electrothermal household appliances, n.e.c. ....	15,598,557	921,891	3,525,265	103,266	155,755,289	998,092
Electromechanical household food mixers (except blenders) 4/ .....	(D)	(D)	1,497,098	49,608	6,516,942	51,721
Household blenders and liquifiers 4/ .....	(D)	(D)	(D)	(D)	12,367,105	154,169
Household food preparation appliances, including food processors (except food mixers) .....	577,126	24,028	370,372	15,776	8,731,717	125,611
Portable humidifiers, including vaporizers .....	4,230,622	74,786	160,971	5,688	2,879,597	55,794
Small electromechanical appliances, n.e.c. ....	11,857,882	223,612	343,227	8,167	35,563,225	468,760

D Withheld to avoid disclosing data for individual companies. NA Not available. n.e.c. Not elsewhere classified.

1/For a comparison of North American Industry Classification System-based product codes with Schedule B export numbers and HTSUSA import numbers, see Table 4.

2/Source: Census Bureau report, EM 545, U.S. Exports.

3/Source: Census Bureau report, IM 145, U.S. General Imports for Consumption.

4/Exports of domestic merchandise for "Household blenders and liquifiers" are combined with "Electromechanical household food mixers (except blenders)".

**Table 4. Comparison of North American Industry Classification-Based Product Codes with Schedule B Export Numbers and HTSUSA Import Numbers: 1999**

Product code	Product description	Export number 1/	Import number 2/
3352111011	Electric fans (except industrial) .....	8414.51.0010	8414.51.0030
3352111013		8414.51.0090	8414.51.0060
3352111015		8414.60.0000	8414.51.0090 8414.60.0000
3352113013	Coffee makers .....	8516.71.0000	8516.71.0020
3352113015			8516.71.0040
3352113017			8516.71.0060 8516.71.0080
3352113029	Air space heaters, portable and fixed installation type .....	8516.29.0000	8516.29.0030
3352113031			8516.29.0060
3352113035			8519.29.0090
3352113037	Standard household electric irons .....	8516.40.0000	8516.40.2000 8516.40.4000
3352113049	Electric bed coverings .....	6301.10.0000	6301.10.0000
3352113011	Electrothermal household appliances, n.e.c. ....	8516.21.0000	8516.21.0000
3352113019		8516.31.0000	8516.31.0000
3352113021		8516.32.0000	8516.32.0020
3352113023		8516.60.6000	8516.32.0040
3352113025		8516.72.0000	8516.60.6000
3352113027		8516.79.0000	8516.72.0000
3352113051			8516.79.0000
3352113057			9613.80.2000
3352113059			
3352113039	Electromechanical household food mixers, (except blenders) 3/.....	8509.40.0020	8509.40.0025
3352113041		8509.40.0030	8509.40.0030
3352113045		8509.40.0040	8509.40.0040
3352113047			
3352113043	Household blenders and liquifiers .....	(D)	8509.40.0015
3352113053	Portable humidifiers, including vaporizers .....	8509.80.0060	8509.80.0050
			8509.80.0070
			8509.80.0080
3352113055	Small electromechanical appliances, n.e.c. ....	8508.80.0085	8508.80.0085
		8509.80.0040	8509.80.0040
		8509.80.0090	8509.80.0045
		8510.10.0000	8509.80.0095 8510.00.0000

D Withheld to avoid disclosing data for individual companies. n.e.c. Not elsewhere classified.

1/Source: 1999 edition, Harmonized System-Based Schedule B, Statistical Classification of Domestic and Foreign Commodities Exported from the United States.

2/Source: Harmonized Tariff Schedule of the United States, Annotated (1999).

3/Export numbers for "Household blenders and liquifiers" are combined with "Electromechanical household food mixers (except blenders)".